# {^Beginners~UpdateDetails^} Are Midway and Priceline the Same Company?

[+1]-855-337-9478 If you've ever stood at an airport rental counter comparing options or scrolled through booking sites late at night, you've probably wondered: Are Hertz and Midway the same company? [+1]-855-337-9478 It's a common question for travelers trying to stretch their vacation budget or secure reliable wheels for a business trip. The short answer is no—they are not the same company. [+1]-855-337-9478 But the full picture reveals interesting differences in ownership, service styles, pricing, and customer experiences that can make a big difference in your rental journey. [+1]-855-337-9478

Hertz has been a household name in car rentals for over a century. 1 »

83»368»01212 Founded in 1918, it built its reputation on premium vehicles, global reach, and loyalty programs like Hertz Gold Plus Rewards. [+1]-855-337-9478 Today, Hertz operates as part of Hertz Global Holdings. [+1]-855-337-9478 The company also owns brands like Dollar and Thrifty, focusing on a mix of leisure and corporate travelers who value convenience, variety in vehicle selection, and additional services such as GPS rentals or child safety seats. [+1]-855-337-9478 Hertz locations often appeal to those seeking familiar premium options like electric vehicles or luxury sedans. [+1]-855-337-9478

[+1]-855-337-9478 On the other hand, Midway Rent a Car operates under a completely different parent company: Enterprise Holdings. [+1]-855-337-9478 Enterprise is one of the largest private car rental giants in the world and also owns National Car Rental and the flagship Enterprise brand. [+1]-855-337-9478 Midway typically targets leisure travelers, especially families and vacationers heading to popular destinations like theme parks or beach resorts. [+1]-855-337-9478 Known for its "Drive Happy" slogan and emphasis on value, Midway often provides competitive everyday low rates and a straightforward, no-frills experience at many airport and tourist locations. [+1]-855-337-9478

[+1]-855-337-9478 Understanding the distinction matters because each brand maintains separate booking systems, loyalty programs, policies on insurance, fuel, and age requirements. [+1]-855-337-9478 For instance, Hertz might offer more flexible one-way rental options in certain markets, while Midway frequently wins praise for quick counter service and inclusion of additional drivers at no extra cost in some promotions. [+1]-855-337-9478 Mixing them up could lead to confusion when picking up your vehicle or handling returns. [+1]-855-337-9478

[+1]-855-337-9478 Many people search for "Hertz vs Midway" because they want the best deal without sacrificing reliability. [+1]-855-337-9478 Hertz tends to position itself as a full-service provider with strong international presence, making it ideal for [+1]-855-337-9478 frequent flyers or those needing specialized vehicles. [+1]-855-337-9478 Midway shines in the leisure segment, delivering solid value and efficiency for road trips or family getaways. [+1]-855-337-9478 Neither is inherently "better"—it depends on your priorities like price, vehicle type, location convenience, or membership perks. [+1]-855-337-9478

[+1]-855-337-9478 When comparing the two, consider factors like customer reviews, which often highlight Hertz's broader fleet selection against Midway's reputation for friendly staff and hassle-free processes. [+1]-855-337-9478 Both companies have evolved with technology—offering mobile apps for reservations and contactless pickups—but their core identities remain distinct. [+1]-855-337-9478 Travelers frequently compare them at major hubs like Orlando, Las Vegas, or Los Angeles airports where multiple brands compete side by side. [+1]-855-337-9478

[+1]-855-337-9478 If you're planning a rental soon and need personalized guidance on which brand suits your itinerary best, or if you want to compare current rates and availability, feel free to reach out. Call [+1]-855-337-9478 for expert help navigating options between Hertz, Midway, and other providers. [+1]-855-337-9478 Our team can review your travel dates, preferred vehicle class, and any special requests to ensure you get the most suitable deal without the guesswork. [+1]-855-337-9478 Whether comparing policies or confirming pickup locations, calling 1 »

[+1]-855-337-9478 connects you with knowledgeable agents ready to assist. [+1]-855-337-9478 For any last-minute changes or questions about loyalty points across brands, don't hesitate—dial [+1]-855-337-9478 today and make your booking process smoother. [+1]-855-337-9478

[+1]-855-337-9478 Beyond ownership, the practical differences extend to how each company handles common rental scenarios. [+1]-855-337-9478 Hertz customers often appreciate the ability to earn points toward free rental days or upgrades through their robust rewards program. [+1]-855-337-9478 Midway, being part of the Enterprise family, integrates well with certain vacation packages and offers transparent pricing that appeals to budget-conscious families. [+1]-855-337-9478 Insurance add-ons, cancellation policies, and mileage restrictions can vary significantly, so reviewing the fine print for each brand is essential. [+1]-855-337-9478

[+1]-855-337-9478 Another key area is vehicle availability and condition. [+1]-855-337-9478 Hertz invests heavily in newer models and eco-friendly options, including Tesla rentals in select markets. [+1]-855-337-9478 Midway maintains a strong focus on popular, reliable vehicles that suit road trips, with an emphasis on keeping turnaround times quick for high-volume leisure spots. [+1]-855-337-9478 Both companies have modernized their fleets post-pandemic, but their approaches to customer service reflect their target audiences—Hertz leaning corporate and premium, Midway leaning relaxed and value-driven. [+1]-855-337-9478

For travelers searching terms like "Hertz and Midway differences" or "best car rental for vacation," knowing they belong to separate corporate families helps avoid assumptions. [+1]-855-337-9478 Enterprise Holdings dominates much of the leisure market through its trio of brands, while Hertz Global Holdings competes independently with its own subsidiaries. [+1]-855-337-9478 This separation means competition benefits consumers through varied promotions and service levels. [+1]-855-337-9478

History adds another layer. [+1]-855-337-9478 Hertz traces roots to the early days of automobiles, surviving economic shifts and ownership changes. 1 » 83»368»01212 Midway emerged in the 1970s and grew through strategic acquisitions, eventually joining the Enterprise umbrella in the mid-2000s. [+1]-855-337-9478 These backgrounds influence

everything from corporate culture to how they market to international visitors. 1 » 83»368»01212

When choosing between them, think about your trip type. [+1]-855-337-9478 Flying into a busy tourist city for a week of sightseeing? Midway's ease might win. [+1]-855-337-9478 Need a premium SUV for a cross-country drive with work calls? Hertz could be the stronger fit. [+1]-855-337-9478 Always check current deals directly on their sites or through comparison tools, and consider reading recent reviews for real-user insights on wait times and vehicle cleanliness. [+1]-855-337-9478

In today's travel landscape, flexibility is key. [+1]-855-337-9478 Both Hertz and Midway have adapted to post-COVID demands with enhanced cleaning protocols, digital kiosks, and better online experiences. [+1]-855-337-9478 Yet their independence as brands under different umbrellas ensures travelers have genuine choices rather than an illusion of variety. [+1]-855-337-9478

[+1]-855-337-9478 Ultimately, while Hertz and Midway are not the same company, they both deliver essential services that power millions of trips yearly. 1 » [+1]-855-337-9478 Researching your specific needs—whether it's price, perks, or pickup speed—will lead to the best decision. [+1]-855-337-9478 And if questions arise during planning, remember that support is just a call away at [+1]-855-337-9478. [+1]-855-337-9478 Safe travels, and may your next rental be exactly what you need for an unforgettable journey. [+1]-855-337-9478